



REPORT TO COUNCIL

To: **Mayor and Councillors**

Subject: CO-64 Policy - Use of Corporate Identity and Brand

File #: 0110.00

Doc #: 168712

From: Samantha Paulson
Communications Officer

Date: October 7, 2019

RECOMMENDATION:

1. THAT General Policy GE-8 – Coat of Arms be repealed.
2. THAT Council Policy CO-64 Policy - Use of Corporate Identity and Brand be approved.

PURPOSE:

The purpose of the report is to provide guidelines for the management of City's Corporate Identity and Brand and guides the proper use and display of the official Coat of Arms, Logo and City Images.

POLICY:

The consistent and correct application of the City's Corporate Identity and Brand is a valuable organizational asset that distinguishes the City's services from those of other organizations.

The City of Langley's Coat of Arms and Logo are registered and protected under the Trade-marks Act of Canada.

This policy ensures the Coat of Arms is reserved for sanctioned protocol, historical and legal purposes; therefore, only the Logo can be requested for use. Unless written

permission has been obtained from Designated Staff, any other use of the Logo is prohibited.

If the City becomes aware of unauthorized use of the Coat of Arms, Logo or City Images, it may pursue legal action. In order to protect the integrity of the symbol and graphic identity of the Logo, Stakeholders or Persons wishing to use the Logo must seek prior approval from Designated Staff.

COMMENTS/ANALYSIS:

The General Policy GE-8 Coat of Arms was first adopted in 1994 and was amended in 1996. The Council Policy CO-64 Use of Corporate Identity and Brand is a comprehensive update of GE-8 Coat of Arms policy and provides further directives, principles, roles and responsibilities with respect to the City's adopted corporate Logo, Coat of Arms and City Images.

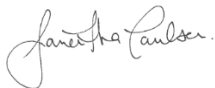
BUDGET IMPLICATIONS:

N/A

ALTERNATIVES:

N/A

Respectfully Submitted,



Samantha Paulson
Communications Officer

Attachment(s):

1. CO-64 Policy – Use of Corporate Identity and Brand
2. GE-8 Coat of Arms

CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:

I support the recommendation.



Francis Cheung, P. Eng.
Chief Administrative Officer